

Abstract of the Disclosure

A method of acquiring a list of prospective customers over the Internet includes the steps of receiving the location of the list on the Internet from a client system, identifying the initial format of the list, retrieving the list from the location on the Internet, formatting the list for storage in a database of prospective customer lists, and storing the formatted list in the database of prospective customer lists. The formatting of the prospect list facilitates searching and retrieval of the prospect list and data included therein from the database. A system for implementing a computerized prospect list service includes a server computer hosting a prospect list service accessible via client systems to a plurality of prospect list managers and a plurality of list purchasers. The system further includes a database of information concerning prospect lists available from a plurality of list managers. The prospect list service includes a user interface having controls whereby a list manager can submit a list of prospects for storage in the database. The prospect list service can be available via a computer network, preferably the Internet, to assist a list manager in offering a prospect list for sale to a plurality of list purchasers.

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